



INDIAN RIVER
STATE COLLEGE

Brand Guidelines

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COLLEGIATE BRANDING

Utilized in student-facing activities, including recruiting, events, and athletics, to create a cohesive and recognizable identity fostering a sense of belonging and pride among students, prospective students, and the community.



Winged Peregrine Mascot
Primary Full Color



Winged Peregrine Mascot
Primary Blue



Winged Peregrine Mascot
Primary Black



Winged Peregrine Mascot
Primary White



Winged Peregrine Mascot
Secondary Full Color



Winged Peregrine Mascot
Secondary Blue



Winged Peregrine Mascot
Secondary Black



Winged Peregrine Mascot
Secondary white



Ringed Mascot **Full Color**



Ringed Mascot **Blue**



Ringed Mascot **Black**



Ringed Mascot **White**



Alumni Association



Mascot Head Icon



Athletics

Mascot Head Athletics



Ringed Athletics



IR Lockup



IRSC Lockup

Headline/Title

VTF REDZONE

CLASSIC

OBLIQUE

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

Body Copy

Noto Sans

Light

Medium

Bold

Regular

SemiBold

ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9





Collegiate imagery should capture the essence of a fun, active college experience by showcasing students interacting with each other and participating in campus life. Imagery should highlight the vibrant, dynamic environment of the college, making it more appealing to prospective students and fostering a strong sense of community.

TRADITIONAL BRANDING

Traditional branding should be used to engage audiences through formal, education-focused mediums such as degree programs and donor development to convey the institution's commitment to academic excellence and growth.



IRSC Primary Logo **Full Color**



IRSC Primary Logo **Blue**



IRSC Primary Logo **Black**



IRSC Primary Logo **White**



**INDIAN RIVER
STATE COLLEGE**

IRSC Primary Logo Stacked **Full Color**



**INDIAN RIVER
STATE COLLEGE**

IRSC Primary Logo Stacked **Blue**



**INDIAN RIVER
STATE COLLEGE**

IRSC Primary Logo Stacked **Black**



**INDIAN RIVER
STATE COLLEGE**

IRSC Primary Logo Stacked **White**

The IRSC logo on its own is to **ONLY BE USED FOR INTERNAL COMMUNICATION.**



IRSC Icon **Full Color**



IRSC Icon **Blue**



IRSC Icon **Black**



IRSC Icon **White**

IRSC Signatures consist of the IRSC logo combined with appropriate use of the College name, Divisions, Departments, Campus Names, etc



INDIAN RIVER STATE COLLEGE
Foundation

IRSC Foundation Horizontal



INDIAN RIVER STATE COLLEGE
Foundation

IRSC Foundation Vertical



IRSC Foundation Vertical

Headline/Title**Minion Pro**

Regular SemiBold

Medium Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Body Copy**Noto Sans**

Light Medium Bold

Regular SemiBold ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9





Imagery accompanying traditional branding should illustrate academic excellence and success, portraying scenes of scholarly achievement and innovation. By showcasing these qualities, the visuals reinforce the institution's reputation for educational rigor and its dedication to fostering a culture of intellectual growth and achievement.

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BRAND COLOR PALETTE

PRIMARY

PANTONE 293 C

CMYK
100 | 76 | 0 | 9

RGB
0 | 61 | 165

HEX
003DA5

ACCENT

PANTONE 108 C

CMYK
0 | 2 | 99 | 0

RGB
254 | 219 | 0

HEX
FEDB00

SECONDARY

WHITE

CMYK
0 | 0 | 0 | 0

RGB
255 | 255 | 255

HEX
FFFFFF

PANTONE 427 C

CMYK
18 | 12 | 13 | 0

RGB
207 | 210 | 211

HEX
CFD2D3

PANTONE 655 C

CMYK
100 | 89 | 36 | 37

RGB
6 | 37 | 81

HEX
062551

BLACK

CMYK
0 | 0 | 0 | 100

RGB
0 | 0 | 0

HEX
000000

1.



INDIAN RIVER
STATE COLLEGE

2.



INDIAN RIVER
STATE COLLEGE

3.



INDIAN RIVER
STATE COLLEGE

4.



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5.



INDIAN RIVER
STATE COLLEGE

6.



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STATE COLLEGE

7.



INDIAN RIVER
STATE COLLEGE

8.



INDIAN RIVER
STATE COLLEGE

1.

Do not change alignment.

2.

Do not change space
between icon and typeface.

3.

Do not change spacing
between the font.

4.

Do not change brand colors.

5.

Do not stretch out the logo.

6.

Do not change the typeface.

7.

Do not use strokes.

8.

Do not mix collegiate
and traditional branding



**INDIAN RIVER
STATE COLLEGE**

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